103698 Orders Order / Rev: Alt Order #: 06830029 Product Desc: BERKLEY FOR SENATE KSNV Estlmate: 30S Flight Dates: 10/02/12 - 10/08/12 Primary AE: Amy McCreary Original Date / Rev: 06/28/12 / 10/02/12 Sales Office: BLPHI **GENERAL** Order Type: Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: Demographic: A35+ New Business Thru: Order Separation: Product Codes: PLC01 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID: POLITICAL/AGY, PCAN, GEN Revenue Codes:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	117	\$47,380.00	\$40,273.00

Totals			
Month	# Spots	Gross Amount	Net A

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	117	\$47,380.00	\$40,273.00	0.00
Totals	117	\$47,380.00	\$40,273.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$47,380.00
Market	100%	\$236,900,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$75,808.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$49,749.00
KTUD	0%	\$0 .00
KVVU	25%	\$59,225.00
KVWB ·	0%	\$0 .00
LV1	0%	\$0.00
UNKWN	2%	\$4,738.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
,	E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/	-	430a-5a	-TWT	:30	4	\$50,003	0.00 NM	4	\$200.00
		NEWS			Wake Up Early W	agners								
			t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 10/0	01/12	10/07/12	-TWT	4	\$50.00	0.00						

KSNV

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830029

Product Desc:

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BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

30S

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type \$	Spots	Amount
E 1 KSNV 10/02/12 10/05/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners	430a-5a	~TWT~	- :30	4	\$50.003	0.00 NM	4	\$200.00
NEWS <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	-TWT 4	\$50.00	0.00						
E 2 KSNV 10/08/12 10/08/12 NEWS	Wake Up Early w/ Wagn@M Wake Up Early Wagners	430a-5a	M	- :30	1	\$50.003	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	· . —	<u>Rating</u> 0.00						
E 3 KSNV 10/08/12 10/08/12 NEWS	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	M	- :30	1	\$200.003	0.00 NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	· . —	Rating 0.00		···				
E 4 KSNV 10/02/12 10/05/12 NEWS	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	-TWTF	- :30	4	\$200.003	0.00 N M	4	\$800.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 4		Rating 0.00	·		*			
E 5 KSNV 10/02/12 10/05/12 NEWS	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	6-7a	-TWTF	- :30	8	\$300.003	0. 00 NM	8	\$2,400.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 8	\$300.00	Rating 0.00	*****					
E 6 KSNV 10/08/12 10/08/12 NEWS	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	6-7a	М	- :30	2	\$300.003	0.00 NM	2	\$600. 0 0
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
E 7 KSNV 10/08/12 10/08/12 TODAY	Today Show CM Today Show	658a-9am	М	- :30	3	\$400.003	0.00 NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
E 8 KSNV 10/02/12 10/05/12 TODAY	Today Show CM Today Show	658a-9am	-TWTF-	- :30	12	\$400.003	0.00 NM	9	\$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12			Rating 0.00	Weekdays -TWThF	<u>Leng</u> i	<u>th Rate</u> 30 (\$400.00)	Rtg Type 0.00 NM		
[credit-mg on different l 3 KSNV 10/01/12-10/07/12 Credited	.	a-9am		-TwThF	- :3	80 (\$400.00)	0.00 <i>NM</i>		
[credit-mg on different l									
4 KSNV 10/01/12-10/07/12 Credited [credit-mg on different l	•	a-9am		-TWThF	- :3	30 (\$400.00)	0.00 <i>NM</i>		
E 9 KSNV 10/02/12 10/05/12	Noon News CM Noon News	12-1230pm	-TWTF-	- :30	4	\$175.003	0.00 NM	4	\$700.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	-TWTF 4		Rating 0.00						
E 10 KSNV 10/08/12 10/08/12 NEWS	P. Noon News CM Noon News	12-1230pm	М	- :30	1	\$175.003	0.00 NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	M 1		<u>Rating</u> 0.00				į		
E 11 KSNV 10/08/12 10/08/12	2 CM	9-10a	M	- :30	1	\$425.001	0.00 NM	1	\$425.00

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830029

Product Desc: BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
			M-F Today Show			•						
TODAY	. 11		M-F Today Sho	w II								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1	1	
Week: 10/		10/14/12	M	<u>opota/**cck</u>	\$425,00	0.00						
	Date Ra		escription		/End Time		Weekdays	Length	Rate	Rtg Type		
1 KSNV	10/08/12	2-10/14/12 M	-F Today Show I	<i>i 3rd Hr</i> 9-10	a		M	:30	(\$175.00)	0.00 NM		
	e <i>MG 11</i> .											
			E] NOT AVAILAE									
			-F Today Show I	l 3rd Hr 9-10	a		M	:30	\$425.00	0.00 NM		
	for 11.1		1									
		to reinstate	·		0.40				155.551			
E 12 KSNV	10/02/1	2 10/05/12	M-F Today Show		9-10a	-TWTF	:30	4 \$	425.001	0.00 NM	4	\$1,700.00
TODAY	' II		M-F Today Sho	W II								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	-TWTF	4		0.00						
Spot Ch	Date Ra	nge D	<u>escription</u>	<u>Star</u>	t/End Time		<u>Weekdays</u>	Length	<u>Rate</u>	Rtg Type		
1 KSNV	10/01/12	2-10/07/12 M	l-F Today Show I	<i>I 3rd Hr</i> 9-10	а		-TWThF	:30	(\$425.00)	0.00 NM		
		5, 12. 6, 12. 7,										
_			E] NOT AVAILAE									
			-F Today Show I	<i>I 3rd Hr</i> 9-10	а		-TWThF	30	(\$425.00)	0.00 NM		
		5,12.6,12.7,		N E DATE								
			E] NOT AVAILAE		_		murch r	.00	(# 40E 00)	0.00 1414		
		5,12.6,12.7,	l-F Today Show I	I 3rd Hr 9-10	а		-TWThF	.30	(\$425.00)	U.UU IVIVI		
			72.0 E] NOT AVAILAE	RIFRATE								
			-F Today Show I		a		-TWThF	-30	(\$425.00)	0.00 0/1/1		
		5,12.6,12.7,	-	, 0,0,7,,	-		, ••	.00	(ψ+20.00)	0.00 14141		
			E] NOT AVAILAE	BLE RATE								
			-F Today Show I		а		-TWThF	:30	\$425.00	0.00 NM		
		,12.1,12.4,1	•									
[.N	OT AVAI	LABLE RAT	E] NOT AVAILAE	BLE RATE								
6 KSNV	<mark>/ 10/02/1</mark> 2	2-10/05/12 M	l-F Today Show I	I 3rd Hr 9-10	a		-TWThF	:30	\$425.00	0.00 NM		
		,12.1,12.4,1										
		to reinstate	•									
			-F Today Show I	l 3rd Hr 9-10	a		-TWThF	:30	\$425.00	0.00 NM		
•		•	E TO PLACE									
			l-F Today Show I	l 3rd Hr 9-10	la		-TWThF	:30	\$425.00	0.00 NM		
		,12.1,12.4,1:										
		to reinstate				···						
E 13 KSNV	10/02/1	2 10/05/12		СМ	3-4p	TWTF	: :30	4 \$	200.003	0.00 NM	4	\$800.00
PHIL			Dr Phil									
	ırt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	-TWTF	<u> </u>		0.00					İ	
E 14 KSNV			Dr. Phil	CM	3-4p	M	:30	1 9	200.003	0.00 NM	1 1	\$200.00
			Dr Phil	0,,,	۳, ۴	•••	100	. ,	2200,000	0.00 11111		Ψ200.00
PHIL												
•	art <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10	/08/12	10/14/12	M	1	\$200.00	0.00			· ·		1	
E15 KSNV	10/08/1	2 10/08/12	•	,	4-5pm	M	:30	1 \$	300.003	0.00 NM	1	\$300.00
			4PM NEWS (1	hour)	(4:30 PM-5:0	00 PM)						
NEWS					5 .							
-	art Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating					l	
Week: 10		10/14/12		1		0.00	- ^^	4 4	2000 000	0.00 11-	l .	04.000.00
E 16 KSNV	10/02/1	∠ 10/05/12	NEWS 3 at 4 (1		4-5pm	TWTF- אומם מנ	: :30	4 \$	300.003	0.00 NM	4	\$1,200.00
NEWS			4PM NEWS (1	nour)	(4:30 PM-5:0	JU PIVI)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	-TWTF	4		0.00					Į	
				·							•	

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Order / Rev: Alt Order #:

103698

06830029

Advertiser: Product Desc: Berkley, Shelley for Senate

Flight Dates:

10/02/12 - 10/08/12

Estimate:

BERKLEY FOR SENATE

30\$

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 17 KSNV	10/02/1	2 10/05/12	NEWS 3 at 4 (1	•	4-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
NEWS			4PM NEWS (1 h	our)	(4:00 PM-4:3	10 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	-TWTF	4	\$300.00	0.00						
E 18 KSNV		2 10/08/12	NEWS 3 at 4 (1	HOUR)CM	4-5pm	M	:30	1	\$300.003	0.00 NM	1	\$300.00
			4PM NEWS (1 h	our)	(4:00 PM-4:3	80 PM)						
NEWS			()									
<u>Stai</u> Week: 10/0	rt Date	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
		2 10/08/12	M-F Early News	CM	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
L 13 1011V	1070071	2 10/00/12	M-F Early News	OW	0-030p	P 1	.50		Ψ-30.003	0.00 14141	2	φ900.00
NEWS			•									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0		10/14/12	M	2	+	0.00						
E 20 KSNV	10/02/1	2 10/05/12	M-F Early News	CM	5-630p	-T-TF	:30	8	\$450.003	0.00 NM	8	\$3,600.00
NEWS			M-F Early News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	01/12	10/07/12	-T-TF	8		0.00						
E 21 KSNV	10/02/1	2 10/05/12	FacetoFace/Rais	ton RepΩM	730-758pm	-T-TF	:30	4	\$225.003	0.00 NM	4	\$900.00
E4.0E			Face to Face w/	J.Ralston								
FACE	rt Date	End Date	Waakdaya	Spots/Week	Data	Rating						
<u>عادة</u> Week: 10/0		10/07/12	<u>Weekdays</u> -T-TF	Spois/vveek 4	<u>Rate</u> \$225.00	0.00						
E 22 KSNV			FacetoFace/Rals	ton RenceM	730-758pm	M	:30	1	\$225.003	0.00 NM	1	\$225.00
			Face to Face w/	-				·	,	-11-0	i i	4 0.00
FACE										,		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/0 E 24 KSNV		10/14/12	M	CM	\$225.00	0.00 -:T~TF	.20	-	#4.000.004	0.00 NM		010 100 00
E 24 NOINV	10/02/1	2 10/05/12	M-F Jeop/Wheel M-F Jeopardy/W		630-730pm	-1-1	:30	٥	\$1,300.001	0.00 NM	8	\$10,400.00
JEP/WH	+		/ coopaidy/vv		•							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/	01/12	10/07/12	-T-TF	8	\$1,300.00	0.00						

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830029

10/02/12 - 10/08/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

308

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 24 KSNV 10/02/12 10/05/12 M-F Jeop/Wheel CM 630-730pm -T-TF--:30 \$1,300,001 0.00 ÑM \$10,400.00 M-F Jeopardy/Wheel of Fortune JEP/WH Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -T-TF--8 \$1,300.00 0.00 Length Spot Ch Date Range Description Start/End Time Weekdays Rate Rtg Type 1 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE :30(\$1,300.00) 0.00 NM 2 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----See MG 24.9.24.10.24.11.24.12.24.13.24.14.24.15.24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30(\$1,300.00) 0.00 NM See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE :30(\$1,300.00) 0.00 NM 4 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30(\$1.300-00) 0.00 NM See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 6 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 7 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----See MG 24.9, 24.10, 24.11, 24.12, 24.13, 24.14, 24.15, 24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE :30(\$1,300.00) 0.00 *NM* 8 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----See MG 24.9.24.10.24.11.24.12.24.13.24.14.24.15.24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 9 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 10 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM (f) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 11 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300,00 0.00 NM MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 12 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM (h) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 13 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 14 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 15 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm :30 \$1,300.00 0.00 NM -T-ThF----MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 16 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T~ThF~-~~ :30 \$1,300.00 0.00 NM (f) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] E 25 KSNV 10/08/12 10/08/12 M-F Jeop/Wheel CM 630-730pm M----:30 2 \$400.003 0.00 NM 2 \$800.00 M-F Jeopardy/Wheel of Fortune JEP/WH Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$400,00 0.00 E 26 KSNV 10/06/12 10/06/12 SIGN ON-SIGN OFF CM 5a-459a ----S-:30 2 \$250.003 0.00 NM 2 \$500.00 ROS (9:00 PM-10:00 PM)

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Product Desc:

BERKLEY FOR SENATE

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10/02/12 - 10/08/12

Estimate:

30*S*

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JEP/WH	·	eak Start/End T	-	Len Spots	s Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/W	<u>eek</u> <u>Rate</u> 2 \$250.00	Rating 0.00					
E27 KSNV 10/07/12 10/07/12	News 3 in Prime		S	:30	1 \$600.003	0.00 NM	1	\$600.00
NEWS IN PRIME AFTER NF Start Date End Date Week: 10/01/12 10/07/12	L <u>Weekdays</u> <u>Spots/W</u> S	<u>eek</u> <u>Rate</u> 1 \$600.00	Rating 0.00					
E 28 KSNV 10/05/12 10/05/12	Fri PR 9-10p CM Friday Prime 9-10pm	•	F	:30	1 \$1,000.003	0.00 NM	1	\$1,000.00
GRIMM <u>Start Date</u> <u>End Date</u>	Weekdays Spots/W	eek Rate	Rating					
Week: 10/01/12 10/07/12	F	1 \$1,000.00	0.00					
E 31 KSNV 10/02/12 10/05/12 FALLON	Late Night w/Fallon CN Late Night w/Fallon	1 1237a-136ar	n ⊶TWTF	:30	4 \$250.001	0.00 NM	4	\$1,000.00
Start Date End Date Week: 10/01/12 10/07/12 Spot Ch Date Range De 1 KSNV 10/01/12-10/07/12 La See MG 31.5,31.6,31.7,3	ate Night w/Fallon	eek <u>Rate</u> 4 \$250.00 <u>Start/End Time</u> 1237a-136am	-	<mark>Weekdays L</mark> -T₩ThF	<u>-ength</u> <u>Rate</u> :30 (\$250.00)	Rtg Type 0.00 NM		
NOT AVAILABLE RATE 2 KSNV 10/01/12-10/07/12 Le See MG 31.5,31.6,31.7,3	ate Night w/Fallon	1237a-136am		-TWThF	:30 (\$250.00)	0.00 <i>NM</i>		
[.NOT AVAILABLE RATI 3 KSNV 10/01/12-10/07/12 La See MG 31.5,31.6,31.7,3	EJ NOT AVAILABLE RATE ate Night w/Fallon 31.8	1237a-136am		-TWThF	:30 (\$250.00)	0.00 <i>NM</i>		
4 KSNV 10/01/12-10/07/12 Le See MG 31.5,31.6,31.7,	-	1237a-136am		TWThF	:30 (\$25 0 . 00)	0.00 <i>NM</i>		
5 KSNV 10/02/12-10/07/12 La MG for 31.1,31.3,31.2,3' [revised rate to reinstate]	ate Night w/Fallon 1.4	1237a-136am		-TWThF	:30 \$250.00	0.00 NM		
6 KSNV 10/02/12-10/07/12 La MG for 31.1,31.3,31.2,31 [revised rate to reinstate]	ate Night w/Fallon 1.4	1237a-136am		-TWThF	:30 \$250.00	0.00 NM		
7 KSNV 10/02/12-10/07/12 Le MG for 31.1,31.3,31.2,3	ate Night w/Fallon 1.4	1237a- 1 36am		-TWThF	:30 \$250.00	0.00 NM		
[revised rate to reinstate] 8 KSNV 10/02/12-10/07/12 La MG for 31.1,31.3,31.2,31 [revised rate to reinstate]	ate Night w/Fallon 1.4	1237a-136am		-TWThF	:30 \$250.00	0.00 NM		
E 32 KSNV 10/08/12 10/08/12 FALLON	Late Night w/Fallon CM Late Night w/Fallon	/I 1237a-136ar	m M	- :30	1 \$75.003	0.00 NM	1	\$75.00
Start Date End Date	Weekdays Spots/M		<u>Rating</u>					
Week: 10/08/12 10/14/12 E33 KSNV 10/08/12 10/08/12	M The Tonight Show CM	1 \$75.00 // 1135p-1237a	0.00 a M	- :30	2 \$185.003	0.00 NM	2	\$370.00
TON SHOW	Tonight Show	л 1100р-1207 <i>6</i>	x	30	2 \$165.003	O.OO INIVI	2	\$ 370.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/W	2 \$185.00	<u>Rating</u> 0.00					
E 34 KSNV 10/02/12 10/05/12 TON SHOW	The Tonight Show CN Tonight Show	/I 1135p-1237a	a -TWTF	- :30	8 \$185.003	0.00 NM	1	\$185.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/M	1 \$185.00	Rating 0.00					
E 35 KSNV 10/02/12 10/05/12 NEWS	M-F News 3 at Eleven M-F News 3 at Eleven	/I 11pm-1135p	m -TWTF	- :30	4 \$425.003	0.00 NM	4	\$1,700.00

KSNV

Totals

117

\$47,380.00

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830029

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

30S

Ln Ch Start Inventory Code Break Start/End Time End Days Len Spots Rate Pri Rtg Type Spots Amount E 35 KSNV 10/02/12 10/05/12 M-F News 3 at Eleven CM 11pm-1135pm -TWTF--:30 \$425,003 0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$425.00 0.00 E 36 KSNV 10/08/12 10/08/12 M-F News 3 at Eleven 11pm-1135pm CM :30 \$425,003 0.00 NM M----1 \$425.00 M-F News 3 at Eleven **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/08/12 10/14/12 \$425.00 0.00 0.00 NM E 37 KSNV 10/06/12 10/07/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS \$400.003 2 :30 \$800.00 Sa-Su News 3 at Eleven **NEWS** End Date Weekdays Spots/Week Start Date Rate Rating Week: 10/01/12 10/07/12 ----SS \$400.00 0.00 E 38 KSNV 10/06/12 10/06/12 Saturday Today CM 7a-9am ----S-:30 \$225,003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S-\$225.00 0.00 News 3 Sunrise - SATURIM E 39 KSNV 10/06/12 10/06/12 ----S-6a-7a :30 2 \$150.003 0.00 NM 2 \$300.00 **News 3 Sunrise SATURDAY NEWS** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/01/12 10/07/12 ----5-\$150.00 0.00 E 40 KSNV 10/07/12 10/07/12 Sunday Today CM 7a-8am ----S :30 \$350.003 0.00 NM 1 \$350.00 Sunday Today **SUN TODAY** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/01/12 10/07/12 ----S \$350.00 0.00 E 41 KSNV 10/06/12 10/06/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 \$550,003 0.00 NM 1 \$550.00 Saturday Night Live SNL Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 10/01/12 10/07/12 \$550.00 N42 KSNV 10/02/12 10/05/12 **Today Show** CM 658a-9am -TWTF--:30 \$900.001 0.00 NM 3 \$2,700.00 **Today Show** TODAY Start Date End Date **Weekdays** Spots/Week Rate Rating -TWTF--Week: 10/01/12 10/07/12 \$900.00 0.00 N 43 KSNV 10/02/12 10/05/12 The Tonight Show CM 1135p-1237a :30 \$500.001 -TWTF--0.00 NM 7 \$3,500.00 Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$500,00 0.00